

TIME OUT

THIS GAME IS LOADED!

Bally
Midway Manufacturing Company
A subsidiary of
WMS
Industries Inc.

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.



Coin Cascade Ltd., 5 Vulcan Place, Christchurch, Ph 338 1411, Fax 338 1410

November
1992

TIME OUT

3 FOR THE SHOW



Williams 
Williams Electronics Games, Inc.

A subsidiary of
WMS
Industries Inc.

Bally **MIDWAY** 
Midway Manufacturing Company

A subsidiary of
WMS
Industries Inc.

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Coin Cascade Ltd., 5 Vulcan Place, Christchurch, Ph 338 1411, Fax 338 1410

TIME OUT

CAPCOM

Warriors of Fate

©1992 CAPCOM / MOTOMIYA / PWS / GM ©1992 CAPCOM / MOTOMIYA / PWS / GM

- Horizontal Monitor
- 3 player simultaneous game
- Join-in feature



Shang-Lo, a country ruled by murder and violence under the iron fist of the dark lord Akkila-Orkhan. Having driven his own country into ruin and despair, Akkila-Orkhan now casts his covetous eyes on his neighboring countries. As his conquering shadow spread, one man rose up against this black tide. His name was Kuan-Ti, and with the aid of the five greatest warriors and the one wisest mind in his realm, Kuan-Ti would fight to defend his people and lands. The battle begins.

FIVE GREAT WARRIORS



This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

TIME OUT

KONAMI

危険がいっぱい
バックキーの冒険



THE VIDEO GAME

THE VIDEO GAME



バックキーオヘア BUCKY O'HARE™

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4Pアットライト・キャビネット対応

CLASSIFIEDS

SELL

Last Resort	\$500
League Bowling	\$300
King of Monsters	\$400
Magicians Lord	\$250
Fatal Fury	\$500
Burning Fight	\$350
Sengoku	\$350
Robo Army	\$500
Football Frenzy	\$500
Mutation Nation	\$500

Accessories

4x600 Wide Steel Panels Complete	
3 player	\$200
10x500 Wide Chaston Panels	
Complete 1 player	\$70
2xSteel Doors Second Hand	
Punched to Take Four Ave	
Mechs & C/Boxes	\$60
10xSteel Doors New & 2nd	
Hand Punched for 1 or 2	
Ave Mechs	\$70 - \$40

Cabinets Upright

1 Chaston 500 Wide Steel Door Ave	
Mech Excellent Condition	\$1100
1 Operation Wolf Steel Door Ave	
Mech Excellent Condition	\$1100
5 JPM Pound Rush Gamblers Elec	
Mech 2-3 Years Old	\$500
3 JPM Note Shoot Gamblers Elec	
Mech 2-3 Years Old	\$500

CALL (09) 524-8770

SELL PCB'S

1 Attax (Puzzle Game)	300
1 Arch Rivals W/C/Loom	500
1 Block Block W/C	700
2 Blood Brothers	500
1 D/D 3	400
1 Dragon Ninja	200
1 Final Blow	600
1 Golden Axe	400
1 Guardians of the Hood	1900
1 Gun Dealer	400
1 Last Day	600
1 Lightening Fighters	650
2 Magic Sword B Boards	250
1 Pang	300
1 Rally X	200
1 Search & Rescue	300
1 Simpsons (4 player)	900
1 Tank Force	650
1 Three Wonders	1450
1 Twin Cobra	300
1 Thunder Dragon	1000
1 Varth	1800
1 Vigilante	150
1 World Cup 90	450
2 Wrestle Fest	800
2 Xexex (2/P E/W Shooter)	800

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CHARTS

Australia (as published in Leisure Line)

Dedicated Games

1. Midway 'Mortal Kombat'
2. Sega 'Stadium Cross'
3. Namco 'Final Lap 3'
4. Namco 'Suzuka 8 Hours'
5. Atari 'Mad Dog McCree'
6. Namco 'Final Lap 2'
7. Midway 'Terminator II Gun'
8. Konami 'X-Men'
9. Namco 'Starblade'
10. Taito 'Sonic Blastman'

Conversion Games

1. Capcom 'Street Fighter II CE'
2. SNK 'Art of Fighting'
3. SNK 'World Heroes'
4. Seibu 'Cup Soccer'
5. Konami 'Bucky O'Hare'
6. Capcom 'Varth'
7. Capcom 'Knights of the Round'
8. Irem 'Dyna Blaster'
9. Irem 'Major Title II'
10. Capcom 'Captain Commando'

Pinballs

1. Bally 'The Addams Family'
2. Bally 'Black Rose'
3. Williams 'Terminator 2'
4. Williams 'Fish Tales'
5. Williams 'The Getaway'
6. Bally 'Party Zone'
7. Williams 'Hurricane'
8. Bally 'Dr Dude'
9. Williams 'The Machine'
10. Bally 'Gilligan's Island'

USA (as published in Replay)

Conversion Games

1. SNK 'World Heroes'
2. Capcom 'Street Fighter II'
3. McO'River 'Aero Fighters'
4. Technos 'Wrestlefest'
5. Midway 'Total Carnage'
6. Fabtek 'Raiden'
7. SNK 'King of the Monsters 2'
8. Irem 'Atomic Punk'
9. SNK 'Fatal Fury'
10. Namco 'Steel Gunner'

Dedicated Games

1. Williams 'Mortal Kombat'
2. Capcom 'Street Fighter II CE'
3. Midway 'Terminator 2'
4. Taito 'Double Axle'
5. Konami 'Sunset Riders'
6. Taito 'Space Gun'
7. Namco 'Steel Gunner'
8. Sega 'Turbo Out Run'
9. Data East 'Captain America'
10. Taito 'S.C.I.'

Pinballs

1. Midway 'Addams Family'
2. Williams 'Terminator 2'
3. Data East 'Lethal Weapon 3'
4. Williams 'The Getaway'
5. Williams 'Fun House'
6. Data East 'Hook'
7. Williams 'The Machine'
8. Midway 'Black Rose'
9. Williams 'Hurricane'
10. Gott/Prem 'Super Mario Bros'

Japan (as published in the Japanese Game Machine Magazine)

Conversion Games

1. SNK 'Art of Fighting'
2. Capcom 'Street Fighter II CE'
3. Capcom 'Quiz Capcom World 2'
4. Namco 'SWS 92 Heavy Fighting'
5. SNK 'World Heroes'
6. Namco 'Quiz Makyu's Adventure'
7. Banpresto 'Macross'
8. Capcom 'Street Fighter II'
9. Namco 'Super World Stadium 92'
10. Taito 'Super Shanghai'

Dedicated Games

1. Sega 'Virtual Racing (Deluxe)'
2. Namco 'Final Lap 3 (Deluxe)'
3. Namco 'Suzuka 8 Hours DX'
4. Namco 'Suzuka 8 Hours SD'
5. Taito 'Gun Buster'
6. Capcom 'Mad Dog McCree'
7. Namco 'Final Lap 3 (Standard)'
8. Sega 'Stadium Cross'
9. Namco 'Driver's Eye'
10. Sega 'Rail Chase'

Pinballs

1. Data East 'Lethal Weapon 3'
2. Williams 'Getaway'
3. Premier 'Super Mario Bros'
4. Midway 'Addams Family'
5. Williams 'Hurricane'

Hong Kong

Conversion Games

1. Toaplan 'Fixeight'
2. SNK 'World Heroes'
3. Irem 'Bomber Man'
4. Capcom 'Varth'
5. Irem 'Bomber Man World'

6. Capcom 'Street Fighter II CE'
7. Konami 'Sunset Riders'
8. Capcom 'Street Fighter II'
9. Seibu 'Seibu Cup Soccer'
10. Data East 'Captain America'

Dedicated Games

1. Namco 'Final Lap II'
2. Atari 'Steel Talons'
3. Konami 'X-Men'
4. Atari 'Racin Drivin'
5. Midway 'Terminator II'

TIME OUT



**No one is yet aware
of the awesome
experience that lies ahead.**

This game has surpassed all predecessors. The shock of full-screen action with zoom-in sequences for close action and wide-screen effects for all-out battles. This is the new wave in fighting games, a wave ridden by 8 possessors of power.

HIGH POWER
**102
Mega**

ART OF FIGHTING™

From NEO•GEO, the greatest fighting game of all time!
Brought to you in 102 mind-blowing mega.
2P COMPETITIVE PLAY / BUY-IN PLAY



© 1992 SNK CORP.

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

TIME OUT

CLASSIFIEDS

SELL

- Street Fighter II PCB
- \$1400 +gst
CALL (06) 758-6961
(06) 753-2801

SELL

New Shipment of 33" Tubes/Moni-
tors just arrived
- \$2050.00 each
CALL (03) 338-1411

PINBALLS

Police - Williams	\$3000
Diner - Williams	\$4000
Haunted House - Gottlieb	\$1400
Cheetah - Stern	\$1000
Flash - Williams	\$1200
Genie - Gottlieb	\$1000

CALL (04) 387-9324

SELL

X-Men 4 player PCB \$1800.00

CALL (07) 323-7718

SELL

20" Cabinets with Steel Doors \$700
+GST
1 Magic Sword \$500
1 Double Dragon 3 \$300
1 Bubble Bobble \$300
1 Combatribes \$250
1 Blood Bros \$500
1 Snow Bros \$400
1 Turtle (2 player) \$350
CALL (09) 524-2639 David

PINBALL SELL

1 Taxi - Williams 1988	\$2100
1 Space Station - Williams	\$1800
1 Monday Night Football - Data East 1988	\$2000
1 Atlantis - Bally 1989	\$2200

CALL (09) 524-8770 Kevin

SELL

Super Spy	250
Ninja Combat	250
Cyber Lip	300
Crossed Swords	200
20/20 Baseball	500
Nam 75	300
Baseball Stars	300
Andro Dunos	500
Soccer Brawl	500

CALL (09) 524-8770

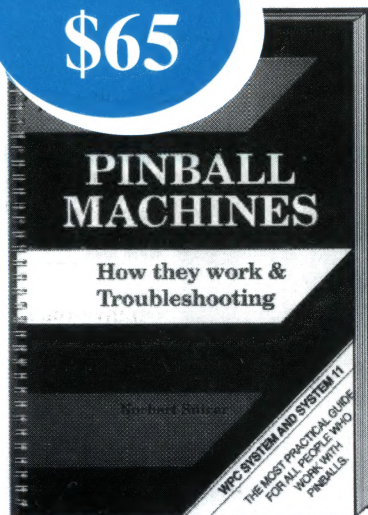


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Save Time and Money

Fix your own pinball machine

only
\$65



You know how frustrating it can be when your best pinball machine breaks down - and it's usually on a Friday afternoon, right?

You simply can't afford to have your machine out of order for any period of time. You need your valuable pinball machine working and earning money for you.

Many hours are spent each week trying to locate and repair faults. It costs you time and it costs you money.

Often you give up and send the machine back to your distributor for repair...only to find it was a relatively simple fault - and one you probably could have fixed yourself.

If only you knew where to look.

Now there is a simple solution to this all too common problem.

It's all in the Book!

The all new do-it-yourself Pinball Book by Nobert Snicer.

PINBALL MACHINES

How They Work & Troubleshooting

Designed to answer all your questions relating to the maintenance and service of **Bally** and **Williams** Pinball Machines (both WPC and System 11), this easy to follow book is the first comprehensive do-it-yourself guide to...

- Parts of the Pinball and Principles of Operation
- Testing and Methods of Troubleshooting
- Maintenance and Service
- Comparison with the earlier Williams System - System 11
- How to use the Operations Manual
- Electrical Principles and Devices



SPAIN Pinball set for liftoff

Spain, with currently around 5,000 pinball machines, is viewed as the next major target for the pinball manufacturers. With payout machines less favourably treated in Spain at the moment, there are signs that pinball may take up some of the slack.

Williams/Bally, for example, with Maibesa and Unidesa sharing the line, are seeing their exports to Spain up from one container at a time to five.

UK Arcade for Hamleys

Hamleys, the world-famous toy store in London's Regent Street, is the location of the first arcade operation by Sega Europe. The company, which has already penetrated Euro Disney and which scored a spectacular success when it won approval for an arcade on the seafront at Bournemouth - hitherto closed off to arcades - open the arcade in the store in November.

It will be operational throughout the Christmas period and will become a regular feature of the store. It will contain 85 amusement and redemption machines in a family arcade atmosphere in the basement next to the catering outlets.

JAPAN A \$360bn. Industry

Leisure in Japan is a \$360bn. industry according to a report put out by the organisers of the Professional Leisure Management and Resort Development Exhibition which is due to be held at the Harumi Fairgrounds in Tokyo from January 31 to February 3 next year.

They report a marked increase in consumer demand for leisure facilities and central government support for leisure development. Coupled with shorter working hours and a stimulation of disposable income, the PLM93 organisers predict a rapid expansion of leisure in Japan.

They quote "areas of opportunity" as including amusement and water parks, funfairs and other forms of amusement. The coin-operated amusement industry enjoys an income of over \$2bn. each year and the overall Japanese expenditure on leisure activities is expected to increase by 390 per cent by the year 2000.

Eight major sectors of leisure will be covered by the exhibition, leisure management, water recreation, catering, sports/fitness/health, outdoor leisure, entertainments, and amusements.

ARGENTINA Cashless Accounting

Arcade operators Sacoa are developing a black box to link with a magnetic card which will

create a cashless accounting system in the company's 40 arcades spread throughout Argentina. The prime function of the new system is to cut down on fraud but it will also provide an instant ranking list for machines to help with buying and accounting.

Said Jorge Mochkovsky, director of Sacoa: "Players will effectively open an account with us. They will buy credits to play games and we can boost our business by organising promotions. We can offer bonuses for example, for people who come to the arcade every day. The system will be very flexible with different price structures for different times, say during a happy hour".

"We have looked around at other cashless systems but didn't find one appropriate to our needs so we decided to develop our own. It should be up and running shortly".

US NSM Launches Performer-Classic

NSM has moved further into the CD market with the release of the Performer-Classic CD economy juke box at the AMOA in Nashville.

The Classic is the sister machine to the Performer-Grand 100 CD launched last year. Classic features include the distinctive NSM visible mechanism; 4x4 picture display title strip presentation; eye-level digital display and the full 100-CD quick changer. The juke box is cosmetically attractive in bright blues and reds and includes animated laser chase lighting at the top of the machine. Being an economy juke box the Classic is significantly smaller than its predecessor, the Performer-Grand, being aimed at smaller locations where space is tight.

Rus Strahan of NSM America commented that NSM juke boxes had always produced quality sound but the company had never believed the appearance was up to scratch. However, with the launch of the Performer series he now believes that the products have an all-round attraction both in sound and presentation.

Rowe Anniversary Poster

As part of ongoing 65th anniversary celebrations, juke box manufacturer Rowe AMI has produced special edition A2 museum posters showing a selection of jukes from 1938 to their latest CD offering.

Available exclusively to operators through participating Rowe distributors the offer also includes special licence tags, Laser-Star America luggage tags, iron-on patches and juke box pins.

NEW PCB's NOW IN STOCK

PRICE INCLUDES: MYLAR AND TWO PLAYER LOOM

Mortal Kombat

(Two player dedicated)

(This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.)

- Latest combat game from Williams/Bally
- Total game preview page 11.

\$7950

Dyna Blaster

(Jamma, 2-4 players)

- Top earning 'novelty game'
- Ideal for extra income
- Details page 24

\$1750

Warriors of Fate

(Capcom)

(This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.)

- Warriors fighting to protect their homeland.
- Available with an extra-ordinary sound system.

NEO-GEO KITS

(All Neo-Geo games/products are marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.)

NEO-GEO single slot kit with

"Art of Fighting" **\$2190**

Two slot kit with

"Art of Fighting" **\$2455**

Bucky O'Hare

(Jamma, 4 player)

- American Comic Strip Character
- Fighting and Action
- Details page 31

Available Immediately

Conversion Kits for Existing Games

Convert your old Capcom games to 'S2-CE' and 'Warriors of Fate'. Details from your local agent.

NEO-GEO GAMES

(All Neo-Geo games/products are marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.)

Art of Fighting - streetfighter action **\$880**

World Heroes - top combat game **\$880**

Fatal Fury - consistent earner **\$450**

Available November

Final Lap III Rom Conversion Kit to upgrade Final Lap II.

'Terminator 2 Judgement Day Kit' to convert your old 'Thunderbolt' gun game to 'Terminator' (kit includes mylars, PCB & decals.)

ADD G.S.T. TO ALL PRICES IN THIS BOOK



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BALLY/WILLIAMS

BALLY/WILLIAMS - THE 'ROLLS ROYCE' ON ARRIVAL

These days with technology advancing quickly and with each new pinball having its own unique features associated with it, it has become increasingly necessary to 'shop' your new machine when it first arrives. 'Rolls Royce' and 'BMW' recognised years ago that despite the fact that their products represent the best in motoring technology and quality it was necessary to 'shop' these cars after they arrived in NZ and before they were sent on to customers.

Hence Coin Cascade now performs a detailed 'checklist' on each pinball arriving in NZ. Each unit is removed from its carton and checked over to ensure that the unit is actually working.

- pricing labels and mains plug/transformers are

checked

- game features are checked
- each game is 'burnt' in on NZ mains to customise each machine to our conditions.

The Pinball is then repacked into its original box and sent on (freight free) to its new owner.

On arrival the operator will have the assurance that his product will work (any faulty units having been repaired) and he will be able to unpack it and operate it quickly.

Even after arrival the operator will still have the back up of the new three month warranty (as per our warranty card) to guarantee support for the initial operation of that unit.

PINBALL - RETURN ON INVESTMENT

New Zealand 1992

Average cost of new Pinball	\$5950	\$6900
add 1x electronic acceptor	\$450	nil
freight to operator	\$80	nil
power up + check on arrival	\$200	nil
warranty for first three months	\$300	nil
Total cost to operator	\$6980	\$6900
Estimated weekly gross income on Williams/Bally unit		\$400.

Estimated weeks for return on investment

- @ 40c game = 17250 total plays - 1000 plays per week for 17 weeks
- 500 plays per week for 34 weeks
- @ 60c game = 11500 total plays - 1000 plays per week for 11 weeks
- 500 plays per week for 22 weeks
- @ \$1 game = 6900 total plays - 1000 plays per week for 7 weeks
- 500 plays per week for 14 weeks.

PRICE PER PLAY WORLDWIDE

Country	Price Per Play	NZ Price
Austria	10 Shillings	\$1.83
Australia	1 Dollar	\$1.35
Belgium	20 Francs	\$1.25
Denmark	5 Krone	\$1.68
England	0.2 Pound	\$0.72
Finland	5 Markka	\$2.36
France	5 Francs	\$1.91
Germany	2 Marks	\$2.58
Holland	1 Guilder	\$1.15
Hungary	40 Forint	\$1.00
Italy	500 Lira	\$0.85
Japan	100 Yen	\$1.53
Norway	5 Krone	\$1.64
Spain	100 Peseta	\$2.02
Switzerland	1 Franc	\$1.44

Spotlight on Service Information and Tips

Terminator 2™ Video Gun Assembly

We have received a few calls in the service department from operators who have experienced some problems with their Midway T2 video gun assembly and we have some specific steps that should be taken. First and foremost, for this or any other problem that may arise with any Williams, Bally or Midway game, always remember to turn the power off before you begin any work.

Now, when changing the gear pinion and the gear drive on T2 video, there are two notch marks on each gear. They are clearly visible and must be lined up for proper calibration.

You will notice two potentiometers per gun assembly - one horizontal and one vertical. When replacing the pot, be aware that there are two different types of pot that can be used. There's a 10K 1 turn pot or a 5K 1 turn pot. Either one you decide to use will have three terminals and all three are numbered. The #1 terminal is the 'ground' or Black/Yellow Wire. The #2 terminal is the 'axis' or Black/Brown Wire for horizontal alignment, and Black/Orange Wire for vertical alignment. Last, is the #3 terminal which is the +5 Volt, or the Gray/Blue Wire.

After you have installed the appropriate replacement parts, check carefully that there are no exposed wires, solder splashes, extra parts, etc. And then turn the power on.

Put your game into diagnostic test via the switch inside the coin door. Using Player One/Player Two buttons, select the test to calibrate the guns and pull the trigger on either gun to enter the test procedure. You will see a cross hair pattern in the upper left corner of the screen and Player One and Two 'X' and 'Y' Axis values.

Player 1 'X' (horiz) Value should read 60 with the gun left.

Player 1 'X' (horiz) Value should read 203 with the gun right.

Player 1 'X' (horiz) Value should read 60 with the gun up.

Player 1 'X' (horiz) Value should read 162 with the gun down.

Player 2 'Y' (horiz) Value should read 70 with the gun left.

Player 2 'Y' (horiz) Value should read 202 with the gun right.

Player 2 'Y' (vert) Value should read 60 with the gun up.

Player 2 'Y' (vert) Value should read 178 with the gun down.

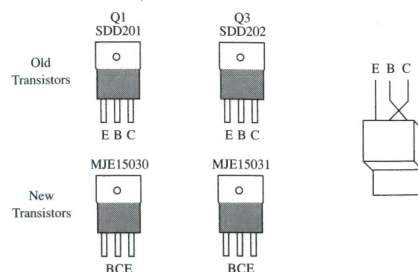
Please note that these recommended values are approximate to + or - 20.

Next, aim the Player One gun to the cross hair and pull the trigger. This will calibrate the gun in that direction. There are a total of three directions per gun for this alignment - upper left, middle, and lower right. After calibrating both guns successfully, you will hear the game say 'No Problemo' which will indicate that the test is over and you're ready to turn off the diagnostic switch inside the coin door and put the game back into coin-op play.

Power Supply Transistor Replacements

Transistors Q1 (SDS201 or 2N6557) and Q3 (SDS202 or MDS60) on the D-8345 Power Supply are no longer available. They have been replaced by the MJE 15030 (Part #5164-12154-00) and MJE 15031 (Part #5194-12155-00) respectively. A problem exists in the replacement because these new transistor leads are not in the same order as the leads on Q1 and Q3 (see Figure 1). The new transistor leads have to be reconfigured for placement in the appropriate solder points (see Figure 2). A later version of this power supply board, labelled Rev.E, has both sets of solder points for the new and old transistors (see Figure 3).

The pre-drive transistors Q2 (MPSD52) and Q4 (MPSD02) are now replaced by the 2N5041 (Q2) and 2N5551 (Q4) but do not need their leads reconfigured. The WMS part numbers have stayed the same for Q2 (MPSD52 or 2N5401, Part #5194-09055-00) and Q4 (MPSD02 or 2N5551, Part #5164-09056-00).



PINBALL LEAGUES

PINBALL LEAGUES ARE PROFIT BUILDERS

Undoubtedly one of the major reasons for the re-emergence of pinball as a top earning coin-op attraction is its inherent competitive appeal. Whether it's a solitary player testing his or her skills against a given machine, or a group of pinball enthusiasts playing head-to-head, every game has its own unique strategies and objectives.

Most important for today's location owner and operator is the fact there is a way to take advantage of pinball's strength and further maximise revenues, while building up a more loyal player base. Organised pinball leagues and tournaments have proven their worth time and time again; to the extent that all Williams and Bally pinball machines have very precise tournament mode settings that can be easily enabled for special events you might want to undertake.

To further expound on the bottom line benefits of pinball leagues, Doug Young, executive director of the International Flipper Pinball Association, has provided a guest editorial that, hopefully, will get you thinking that maybe you can be doing even more to generate increased income.

As an operator, there are some very sound reasons for participating in the IFPA program. First, and foremost, are the financial rewards. Consider the following real life example. A Charter Operator member of the IFPA saw one of his locations do the following:

Collection #1 - the location had no pinball, leagues not in existence; pinball gross \$0 all other equipment \$654.00.

Collection #2 - a six month old pin was placed, no leagues yet; pinball gross \$45.00 all other equipment \$680.75.

Collection #3 - a brand new machine was placed and leagues were announced; pinball gross \$250.75 all other equipment \$695.00.

Collection #4 - pinball leagues had begun and two older pins were added; pinball gross \$561.00 all other equipment \$649.50.

Collection #5 - pinball leagues in full swing; pinball gross \$634.25 all other equipment \$649.50.

While there is no guarantee you could realise the same success shown here, there is also no reason you couldn't.

As an additional means of projecting the impact of pinball leagues, player demographics and consumption statistics were compiled during IFPA's Second Annual Championships. The information is

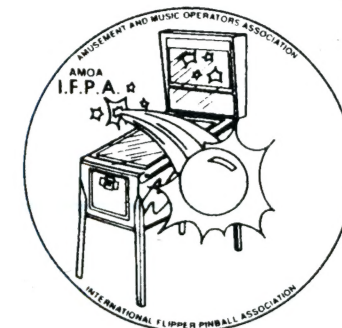
consistent with the National pool and dart Associations' findings and shows that the average league/tournament pinball player:

- is 30.6 years of age and has an annual income of \$US29,017.
- is accustomed to playing three ball games and spending .50 per game and \$1.00 for 3-games.
- will spend \$9.35 per league night on items other than the league game (ie. jukebox, food, beverage, cigarettes, other coin-op games).
- spends an average of \$10.51 per week on pinball when participating in a league.
- would spend \$146.10 per league in a 10 week league program, or \$438.30 per year in three league seasons per year.

These are facts that mean money to you and your locations. The more leagues you offer, the more opportunities you have to multiply the numbers and the better for all the pieces you have in each location. Providing this service for your "spots" also solidifies your position as a "business partner" to the location, which diminishes the chances of a location ever finding a different Operator, the location contributes its success to you and your league program.

IFPA provides its members with the guidance, materials and information needed to set-up and run leagues and tournaments for pinball. It's a support group of Operators, just like you, who want to increase profits through the operation of leagues for pinball.

IFPA also supports an Annual Championship which you can utilise as a reward for your player's on-going participation. The 1992-93 event is planned for May 21-23, in Milwaukee.



WHAT NOW?

Many of you would have read about the Stages Street Fighter CE competition in last month's issue (page 7). It was very gratifying to see genuine interest in both the competition and the industry as a whole.

Live broadcasts from 89X and a two hour show from Pepsi RTR Soundz was something unheard of a few years ago. News got to the south and the 'What Now' team were keen for us to appear on their show. Unbeknown to us they had gone out the day before and shot some footage of the Linwood 'TimeOut' Centre situated at Linwood shopping centre in Christchurch. This is a most impressive amusement centre and one that future arcades should be modelled on.

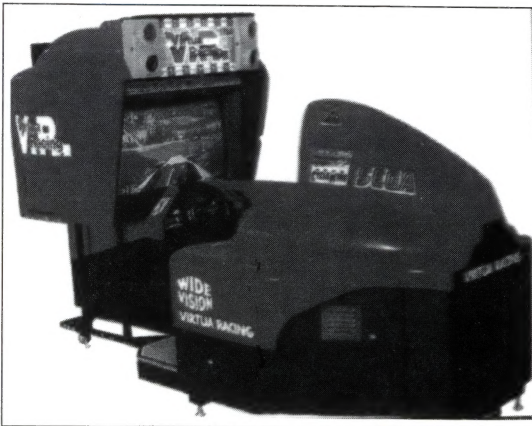
The mix of product is goods ranging from brightly coloured video cabinets and new simulators to redemption machines. These ticket dispensing games are a real family draw card and it was excellent to see so many mums and kids there during the day.

Meanwhile back at the studio I had just undergone an experience usually reserved for the ladies, yep the old powder puff

routine. With cameras and crew ready our interview got underway with well researched questions being asked about our industry covering everything from conventional machines to Virtual Reality.

The game Street Fighter raised interest but the thing that impressed them most was the difference between the Video Parlour of days gone by to the 'TimeOut' centre of today. It seems we all should take heed of such positive comments and work towards better and brighter arcades for the future.

Maarten Boogert
Auckland Coin.



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The \$800,000 Copywar

JAMMA will probably fund global anti-counterfeit offices; but Japan would like more factory reps on AAMA's board.

If it's true that money talks, then JAMMA (the Japanese game manufacturer association) is planning to buy a very loud voice indeed, when it comes to counterfeit video games. The association indicated it may spend \$800,000 over the next two years to fund a worldwide anti-counterfeit program, to be run by AAMA. But as part of the package, JAMMA may also want manufacturers to have a somewhat louder voice within AAMA.

These developments came to light at an August 27 joint leadership meeting of JAMMA and AAMA. Three other trade groups also sat in on the discussion: AMOA, AOU (Japanese operators) and BACTA (British traders). Held on the first day of JAMMA '92, the luncheon meeting took place at the Makuhari Prince Hotel, adjacent to the expo show site. Common US-Japanese concerns were discussed, including copies and dollar coins. The 'summit' meeting also contained some surprisingly frank talk about internal association politics, particularly concerning the board make-up of AAMA. The upshot of the meeting may be a closer relationship between Japanese and American manufacturer groups.

A Plan to Fight Copies

Copies were clearly 'topic number one' at the meeting. AAMA President Bill Rickett told participants the worldwide copy market might be four times the size of the market for legitimate video games. JAMMA's new president, Mr Hayao Nakayama, called copies 'the most crucial problem we have.' Chairing the meeting was JAMMA Honorary President Masaya Nakamura; he called for an expanded international effort to stop counterfeits.

AAMA offered a plan to do exactly that.

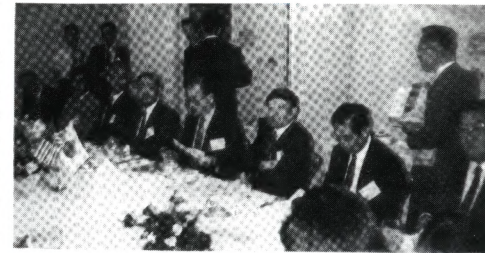
AAMA's written proposal was faxed to JAMMA leaders in mid-August, a couple of weeks prior to the JAMMA show. AAMA's plan called for the creation of a series of permanent anti-counterfeit offices in Europe, Asia and Latin America. According to AAMA's blueprint, this 'anti-copy empire' would be staffed with experienced investigators. JAMMA would foot the bill, since its manufacturer members are the main victims of counterfeits. The 'empire' would be supervised by AAMA Exec VP Bob Fay, a former FBI agent with a successful track record in fighting copies.

At the leadership meeting, Fay lobbied vigorously for the proposal. He reminded JAMMA that the movie and record industries have similar offices in key markets around the world. Fay said these offices have resulted in an increase of 50 to 75% in movie and record sales, in those areas. He offered to supply a more detailed version of AAMA proposal for JAMMA members to study.

With AAMA's plan as the main item on the table, JAMMA's response boiled down to 'yes, probably.' The \$800,000 figure was mentioned by JAMMA President Nakayama as an estimate for funding two years of the proposed AAMA empire.

'I appreciate your proposal, which is very constructive,' Mr Nakayama told AAMA leader. 'We'd like to accept. I have already selected six JAMMA members Sega, Namco, Taito, Konami, Data East and Capcom - to review and study the plans. We're willing to establish these offices, but cost is a factor.'

Bob Fay responded that yes, it's a lot of money, but then a lot of money is being lost to illegal copies. Fay and Rickett both expressed appreciation of JAMMA's positive consideration of the plan.



TIME OUT

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TIME OUT

What's Happening?

Stages Entertainment Centre Auckland

'Kevin Grundy' and 'Maarten Boogert' recently appeared on national T.V. on the 'What Now' program. Details page 8.

Mortal Kombat

Dedicated units were released during October and promise to be the biggest grossing game yet seen in NZ. Such was the strength of this game that it was released in most centres on \$1 per game/\$2 three games or 60c per game play.

Australian Pinball Competition

During the AMOAQ Leisure and Allied Industries released details of a comprehensive Australian wide Pinball competition. This competition is available to all Australian operators of certain Bally/Williams pin tables and has a promotional budget of over \$A250,000 and a first prize of a trip to Milwaukee USA next year to compete in the "World Pinball Championships".

This years winner from the USA has already been bought into Australia to promote pinball, give 'pintable' demonstrations and displays and appear

on national T.V. and Radio stations. The Effect: A dramatic increase in Pinball awareness and new Pinball locations as well as an improvement in the over all 'opinion' of our industry. (and yes L&A hope to sell extra Williams/Bally pinballs with this promotion but certainly it is a win-win situation for distributors - operators - customers.

Street Fighter II - CE copy pcbs

These units have begun to appear in some locations and have brought about a new approach to this old problem. Details page 15

Remember: if you suspect you have a unit in your area please contact your local agent.

Pinball Videos

All new Williams/Bally games are now previewed on standard VHS videos. These video's are available on a loan basis from your local agent to preview new products or enhance presentation to a new location.

Those customers who require a permanent copy should contact their local agent.



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Art of Fighting - Posters

We have a limited number of free promotional posters for this exciting new game from SNK. Ideal for competitions or promotions. Contact your local agent.

Capcoms Plastic Carry Bags

We also have a limited number of free high quality Capcom Plastic Carry Bags available free to operators who purchased 'Streetfighter 2CE' pcbs from us or have ordered the exciting new capcom game 'Warriors of Fate'.

Yen Rates

The NZ dollar while performing steadily against the US dollar and even gaining a bit against the Australian dollar is still plummeting to new depths against the Japanese Yen despite the fact that officially people are talking about a contraction in the Japanese economy.

Result: New games will get more expensive and operators should only buy proven products.

M.C.A. Expands

Vince Ditton of Multicoin Australia has recently set up a manufacturing facility in China to meet the exceptional new demand for his quality joysticks and buttons. While his Australian facility will still continue to produce both products, his Chinese factory will supply new markets.

His Australian company has just completed full 're-tooling' after some of the older tools started to show some wear (after many millions of operations) and will be back to full production in November. Watch for special "December" prices on these products to celebrate the opening of their new facility.

Micromech

Another Australian company that is taking on the world from Australia and while not 'winning' yet is certainly on track. Their electronic coin acceptor is still being fine tuned but is certainly shaping up as a top quality product internationally.

These people are certainly prepared to help operators into the 21st century with electronic acceptors.



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(Auckland).

All of these operators improved their own understanding of our business and leaned enough to more than pay for the trip. Unlike the case in overseas displays in Queensland operators were able to talk to the "boss" on each stand and receive direct answers to direct questions. All the companies displaying products had a clear desire to answer questions, provide help and spend time with you to help you through your own individual problems. This contrasts directly with the larger shows in Japan and the USA where the emphasis is placed on dealing with distributors and 'Big money' customers and individual operators seldom get a look in and certainly don't receive the

individual attention available at the AMOAQ.

For those operators in NZ who 'can't afford the time' or simply 'can't afford the trip' - please consider:

- The world is changing.
- Our business is changing.
- You run your own business, it relies on your input to prosper.
- You are the best person to evaluate the changes and decide on your future in the business and the future of the changes.
- If you can't spare the time or the money to keep yourself informed - you and your business will suffer.

All of the operators who attended the AMOAQ this year now have an advantage over those of you who didn't

and that advantage will increase their revenue (in the short and long term).

If you cannot go to a show like the AMOAQ you simply do not know what you have missed.

Remember - next year - think AMOAQ and plan for it now.



Eddy Cochrane (L&A) with Merv Wilson and Rob Anderson at the AMOAQ



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QUEENSLAND SHOW

QUEENSLAND AMUSEMENT MACHINE SHOW

This year the show was held at the 'Royal Pines' resort approx. 5 minutes drive from Surfers Paradise. A large NZ contingent attended and was treated to a large and comprehensive display of equipment, a varied program of seminars, a lively open debate and an ideal opportunity to discuss pertinent matters with other operators both NZ and Australian.

Attending from NZ were Graham Maha (Invercargill), Gary and

Jim Gibbons and Dan Hamilton at the AMOAQ



Gay Walker (Christchurch), Jim Gibbons and Dan Hamilton (Motueka), Mike and Irene De Ruyter, Dan Leyland, Tony Focus, Ralf and Maureen Taigel (Wellington), Peter O'Reilly (Palmerston North), Rob Anderson (Hastings), Robert and Jan Briggs (Rotorua), Cath Brooking, Mike Green (Hamilton), Maarten and Shirley Boogart, Kevin and Racheal Grundy, Roger Newman, John Oudshaun



Mike De Ruyter, Tony Focus, Ralf & Maureen Taigel and Dan Leyland at the AMOAQ



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AMOA Nashville USA



Williams stand at AMOA

The AMOA show was held this year in Nashville at the picturesque 'Opryland Hotel/Convention Centre' during the same week that the annual American 'Country and Western Music Awards' were held at the same venue.

Attending from NZ were; Merv Wilson (Dunedin), Gary and Gay Walker (Christchurch), Ralf and Maureen Taigel (Wellington), Roger and Alice Newman, Kelvin Stark (Auckland).

The Opryland Hotel/Convention Centre would have to be one of the best venues in the USA and all who attended were treated to 'good old fashioned Nashville courtesy' (Nashville only has a million people and therefore is a 'small' town in the USA), country and

western music at every stop and a comprehensive display of the best of Coin Amusement technology. The AMOA convention show differs from the Jamma Show in that there is much more 'Redemption' based equipment and 'Prizes' displayed at AMOA than at Jamma. All the great

new games detailed last month from Jamma were presented at the AMOA and in addition we saw;

Capcom: Previewed a new Street Fighter 2 Champion Edition Enhancement Kit called the 'Turbo Streetfighter II Champion Edition Rom Upgrade Kit'. This provides:

1. Faster game play.
2. New secret moves (watch out for Chun Li's).
3. Improved game play with all twelve characters refined to give them more equal abilities.
4. Enhanced game play.

Previewed their new combat game 'Cadillacs and Dinosaurs' (based on an American comic book).

Williams/Bally, Midway: Previewed their existing pinballs 'Black



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Rose' and 'Fishtails' and their new pinball 'Dr Who'.

'Dr Who' will not be available in NZ until February, March 1993 (except for a sample unit located in 'Stages Entertainment Centre' Auckland) but was a breath of fresh air for the 'Commonwealth' contingent at the show. It is likely that this pinball with its exact duplication of the 'Dr Who' Trilogy (as well as an actual 'dalek' atop the headboard) will do very well in the NZ market where the 'Dr Who' T.V. show has such a strong following. Indeed this 'theme' is probably more suitable to NZ than to the USA. Williams/Bally, Midway also released their new redemption game 'Hot Shot' basketball.

Terminator 2 Gun Game Conversion Kit: For 'Operation Thunderbolt' owners. This kit allows those operators who presently operate 'Operation Thunderbolt' gun games to use their existing cabinets and guns but update to the high income 'Terminator 2'. A kit to upgrade all other gun games is expected to be released soon.

Double "Super High Impact": A new version of their exciting 'High Impact' game.

Atari: Displayed a two player version of their 'motor frenzy' motor

cycle simulator game as well as their exciting new game 'Space Lords' (displayed in a double cabinet unit.) This game has some impressive earning figures from test locations and will be one to watch. On the Atari stand was also 'Mad Dog McCree II' - 'The lost Gold' in an impressive 50" projection cabinet. While 'Mad Dog McCree' still leads the take in many locations the two subsequent games released for this laser system 'Who Shot Johnny Rock' and 'Space Pirates' have been disappointing.

'Mad Dog McCree II' - 'The lost Gold' looked very good and I expect great income from it.

Data East: Previewed their latest pinball 'Star Wars' which will begin production in late October.

Virtual Reality: On preview in one of the rooms at the Opryland Hotel was a sample "Virtual Reality" game called the 'Reality Rocket'. This game although only displaying a standard 'SNK Spy' type game (ie. you saw your hand in front of you with different weapons as you moved through a 'maze' collecting 'extra strength' and 'weapon modules') certainly displayed the potential of this technology. To sit with your head module strapped on and be able to

There is, of course, a manufacturer here in Europe. The Spaniards and the Italians are the only real challengers to the American/Japanese pinball producers and their success has always been somewhat limited. Zaccaria in Italy was for a long time a significant producer in the 1970s and early 1980s, but they went out of the market place. In Spain there was Sonic, the Sega subsidiary which has done little or no production of pinball since 1985. Only the Spanish Inder remains. The company has produced pinball for 25 years but still makes no more than 1,000 to 2,000 units each year, nearly all for sale within Spain. They make a simple game which is nevertheless popular in Spain, which has perhaps 6,000 games in all. The market still imports one or two containers of American pinball of each model made but is showing distinct signs of improvement.

Overall, the international market in pinball is worth as many as 50,000 units each year but that figure is increasing.

Selling price may be giving the manufacturers a little more edge too these days. High shipping costs affect matters in Europe and elsewhere outside the North American continent, but at \$US4,000 one-off price for an Addams Family, a pinball game is not exactly cheap. The earning potential, however, may overcome that objection and the longevity will certainly be popular. Still more popular perhaps is its resale value which stays firmly up when AWP's, video games and just about everything else flops all too soon. The US price for a one-off pinball is nearer \$US3,500 to \$US4,000 which illustrates again the

shipping costs and why the manufacturers looked so long and hard at the possibility of European production. Bally pinball production, of course, was a fact in Germany for some years.

Technology is of course never still. There are more and more SMART programs although the mechanical side of the pinball moves more slowly. The product does not suffer from a copying problem as its video game cousin does. A manufacturer works on a pinball design for six months. To copy it would be a major undertaking and would perhaps involve 90 days to adequately copy, by which time a new model would be out. The investment in facilities is also enormous and a major deterrent to would-be copiers. The recent use of licensing to bring a big movie or TV theme to a pinball game would also cause the copier some difficulties. This has been a major involvement for all of the manufacturers but at the end of the day, a good game is a good game and a Fish Tales with a model fish wagging its tail on the top of a backflash is just as much a novelty draw as Arnold Schwarzenegger's chiselled features and mocking voice. If you have a good game, however, a licence will help it still more.

The changes on the way? Who knows? Anyone who can have a fish wag its tail at you is capable of anything. We are still waiting for Data East to go for it with the game they had in research and development two years ago when we were there - a kind of 'Siamese twin' pinball with two bodies and one big backflash. Now there's an attraction in an arcade!

To describe it as a 'Cinderella' coin machine last year was not unreasonable. It nearly died out in the States in the 1930s and 40s when the slot machines were running riot but made a comeback after that act was cleaned up. It nearly died again when video dominated the industry and has again come back strongly. It will, in our opinion take something equally phenomenal to threaten it again, but based upon its track record, if that happens, we'll put money on it surviving.



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the coin machine business in the US have complained and campaigned for years to get a Dollar coin. The Susan Anthony Dollar coin of a few years ago proved to be a hiccup of incalculable harm because it was totally unsuitable and totally unloved and set too many minds against the theory of a Dollar coin. There are signs that this is being overcome by a great deal of pressure by the trade and its supporters, but with the best will in the world, a new coin would take two years to appear if it was approved today.

In the meantime, the manufacturers of pinball report that while some increase in the incidence of 50c play is evident, 25c remains firmly the norm. A bill acceptor door is also available and being tentatively looked at by operators, but it adds to the expense and when you're only 25c a play, that kind of investment takes some major courage to adopt.

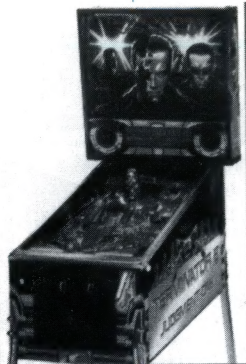
Elsewhere, minor changes can do a great deal to assist the market when there are only three manufacturers to enjoy the benefits. If the UK was to take pinball out of its gaming machine legislation, something which is not as improbable as once thought - it could provide another major boost. In Germany there is a struggle with payout machines' viability which may have a similar effect if the east actually opens up. Eastern Europe, apparently, is slow for the pinball manufacturers and that is entirely predictable. The east is going through the necessary motions of a love/hate relationship with slot machines and it will be once those markets have either rejected slots altogether or legislated them into an acceptable guise, that secondary products like video and pinball will get their turn. It does at least promise for the future.

There are other factors in the revival. The

video game is becoming too 'samey' for the players and as video becomes more tired, so the players cast around for something new. If they are becoming increasingly more exposed to pinball, they will consider it new and for the first time find the undoubted pleasure in manoeuvring the ball around the playfield. Italy has moved from 100 lire play to 500 lire with an enormous improvement in popularity (that is a movement from 12c to 60c) and Spain is as much in love with pinball these days as it is in electronic darts games. France has always been a good pinball market, with Gottlieb a particular favourite although the spate of new distributorships there is also adding interest.

Ten new games each year are being offered to the market place and they are all, virtually without exception being subject to strong production runs. Bally/Williams has changed over to a 'cell' system of manpower for its production line and is now working through the night; Gottlieb has stepped up production for its Mario pinball and Data East has taken on additional factory space.

Both Williams and Premier have looked at the possibility of production in Europe at various times and no doubt Data East may have considered it with their production runs for Europe of late. The difficulty, as we understand it, is not of finding factories, workforce or financial incentives to open in different countries of Europe. It is more one of components. A simple bracket bought from a traditional pinball component supplier in Chicago might cost 80 cents, but to get a supplier in the UK, or Italy or Spain to gear up to making them could result in the unit cost of several times that amount. Otherwise, with all three companies registering at least 50 per cent exports in their production, the temptation to set up in Europe might be difficult to resist.



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rotate your head and have the game move with you was certainly exciting but:

- the picture detail was disappointing and resembled a standard video game picture with the focus tuned approx. 15% out.
- the head unit got very stuffy and hot very quickly.
- the price was prohibitive and to work this game needs to be 'Player vs. Player' (ie. two modules).

BANQUET

The three days of the show, seminars seminars and displays was capped off by the annual 'AMOA banquet' with Country and Western Star Barbara

Mandrell performing and host Peter Noone (ex: Hermans Hermits) ensuring an enjoyable night for all.

The annual awards for our industry went this year to: Most Played Video Game: Streetfighter 2 - CE. Most played pinball game: Addams Family. Most Innovative new technology: Electronic self help flippers from Williams.



One of main exhibit entrances



*Merv Wilson tries out 'Virtual Reality' - note the small television to his left showing the actual game picture
Merv has displayed inside his head unit.*



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Playfield Cleaner for Pinballs

To Clean & Protect Use NOVUS No. 1

Gently cleans all plastics without scratching. Leaves a lustrous shine that resists fogging, repels dust, and eliminates static.



• To Polish Plastics in Good Condition.

No. 1 polish gives all hard shiny surfaces a "like new" shine that lasts. It works fast, without smearing, and without the labor associated with conventional polishes. The result is a clean, smooth, greaseless shine.

• When You Need a Cleaner and Protectant.

No. 1's industrial-strength formula is ideal for tough cleaning jobs. It leaves a shield of protection you can count on to resist fingerprints, smears and smudging.

• When You Want a Safe, Nontoxic Cleaner.

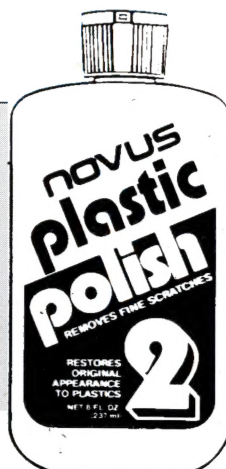
Unlike petroleum-based products, NOVUS polishes are nontoxic and free of strong odors. No. 1 contains no abrasives or harsh chemicals.

• When Scratches May Be a Problem.

No. 1 polish is the only plastic cleaner guaranteed to work with NOVUS No. 2 Scratch Remover. Using any other cleaner will reduce the effectiveness of NOVUS No. 2 polish.

To Restore & Refinish Use NOVUS No. 2

Removes fine scratches, haziness and abrasions from most plastics. With repeated use, No. 2 restores faded and discolored plastics.



• To Repair Scratched or Faded Plastic.

No. 2 Polish restores the finish by removing the damage, instead of filling it in. And, because No. 2 buffs out quickly - you get the results you want without the labor you'd expect.

• When You Need Extra Protection.

After removing the damage No. 2 seals and protects the restored surface with a layer of polish. The result is a deep shine that resists scratching, marking and aging.

• When You Want to Avoid Health Risks.

With no offensive odors or toxic risks, No. 2 is safe to use in high-volume industrial settings or at home. (Because it contains mild abrasives, we do recommend that you read and follow label instructions carefully).

• For the Best Possible Shine.

Use No. 1 polish before and after using No. 2. With their combination of protection your plastic will look better, last longer, and be easier to maintain.



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reason or another and the net effect is that the big breweries, who own most of the pubs, have been encouraged to try pinball by the operators. They find that in some sites, pinball does work in pubs.

The reasons are that they attract a different player than an AWP machine so they can stand side-by-side in a pub and not 'fight' each other. Pinball is now electronic and therefore more reliable (the old electro-mechanical games would have too much downtime for a site without a technician) and the returns are good. A pinball in a top location in the UK earns \$US350 a week in revenue and (because it is a gambling machine and cannot be operated on shares, only on rents) attracts a rent of around \$US100 a week.

The result of all that is the doubling of the UK market in a year.

Another reason for the uplift in pinball sales throughout world markets is the steadily improving quality of the games themselves. They have shown a pronounced improvement for 10 years and have survived the near annihilation dealt to pinball by the video game in its heyday. Pinball has bounced back, if the pun can be excused, and the quality of the games, the presentation of the game and the innovation built into them has been a tribute to the manufacturers' art. The present crop of Addams Family being replaced by Black Rose and Fish Tales, of Super Mario Brothers from Premier and of Leathel Weapon 3 from Data East is the pinnacle of achievement and yet we know that they will be surpassed so the potential is there for still greater expansion.

Indeed, all of the foregoing might suggest that when we last looked closely at pinball (July 1991) we were appropriately forecasting some positive movement in the market. Looking back at that article, headed "Cinderella Comes into the Warm", it described the pinball as 'used and abused, unreasonably legislated against, ignored at the peak of its quality and yet it probably has more purist devotees among players than any

other form of coin-operated entertainment.' We went on to suggest that the worm might be turning for pinball.

It appears we might have been right. There are legislative signs around the world of a more kindly eye on the pinball game and it is certainly no longer ignored at the peak of its quality. Sales are up, it has overcome the threat of the video game and indeed, appears to be stronger now than at any time in the past 10 years.

Numbers remain difficult to assess. The experts continue to differ wildly in their opinions, but our thoughts still hover around the 450,000 to 500,000 games world-wide. Game life is stretching slightly to over six years and now seven to nine as opposed to six to eight years in 1991. This is due to still greater degrees of reliability being built into the games and improvements to durability of the playfield - the element in a pinball which tends to wear out first.

There is general agreement on the improvement in the market place at around 35% over a five-year period which would be enormously assisted if some simple measures were adopted in the largest market of them all, the US. The market still struggles with the metal block of 25c play. Many attempts to wean the player off the quarter and on to 50c play have been stillborn or have been temporary flirtations only. Player resistance coupled with problems with coinage denomination and with coin handling have combined to stand in the way of progress.

Not just the pinball industry, all parts of



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No matter where

you install the new WILLIAMS pinball game
FISH TALES – everyone's bound to get hooked.

The FISH TALES points angler always gets the big ones
in his landing net: ▶ 7-fold bonus multiplier!

▶ Video-mode! ▶ Million shots!

▶ Instant multiball! ▶ 5 million points
on every hook!

People good at spinning a fisherman's yarn can double
the jackpot and land a 10 million fish! Or is that perhaps
just a fishy tale?



*Jam-packed with fish, catches and tricks.
And the best bait of all is still a pinball!*

Spectacular wriggling, incredibly realistic – if the shot's right!



PINBALL

THE FAIRY TALE WITH A HAPPY ENDING

The Addams Family pinball has topped 25,000 sales according to popular rumour. That would make it the biggest seller in modern pinball history, even outstripping Bally's 8 Ball which in 1971 sold over 20,000 units.

We say 'modern pinball history' because it may be that if we go back as far as the original pinball, Bally's Ballyhoo in the 1930s, that may have outsold every and anything. But the success of Addams Family cannot be understated.

A one-off? A blip in the downward trends? After all, the world's coin machine business is talking recession and everything is apparently bad everywhere. Not at all.

Talk to Williams/Bally Sales Vice-President Joe Dillon, and he says: 'South America is up five fold, the Pacific Rim 60% and England ten-fold!' He means Britain, of course.

But the point is firmly driven home and reinforced by Gary Stern at Data East pinball and by Gil Pollock at Gottlieb/Premier. All of the pinball manufacturers seem to be - to a degree - immune from the horrors hitting the other sectors of the industry. 'A degree' may indicate that they



are suffering in those markets where business is bad, but for unique reasons, the pinball manufacturers are enjoying a boom in hitherto

uncharted territories and this is more than making up for the bad patches.

South America always had a problem, apparently, in that hard currency was hard to find. It would appear that this is no longer the case and the spreading of the coin machine word, via the influence of the American manufacturers, through Mexico and south, is paying off. These areas were always poor relations of the business, with a little local assembly work on video games and precious little else. The expansion of the industry in South America is obviously taking place primarily in the video games field, largely through universal cabinets and largely with PCBs and therefore largely with copies. Nevertheless, the coin machine 'word' is spreading. Pinball is going in on the coat tails of the video game, but still going in strongly and sales are booming in Brazil and Argentina predominantly.

A similar picture is emerging in 'the Pacific Rim', a vogue term which is also a vague term. Japan is seeing precious little of the pinball and at the last show (AOU in February at the time of writing) only one stand had any pinball on it. Australia is doing well and so is New Zealand and if the manufacturers are picking up bits and pieces from other territories in that region then it may well explain Joe Dillon's expression of confidence.

Britain is quite true. It has expanded tenfold in the past year. This is for reasons peculiar to Britain. In brief, the market never had more than 7,500 pinball machines in any case, primarily because British law insists that they are gambling machines. The amusement with prizes machines (slots) in pubs are having a hard time for one



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